

## INDIVIDUAL FOREIGN TRAVEL ON INCREASE IN FINLAND

Mia Maki  
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Finnish foreign leisure travel is going through a break-through period. Traditional package tour/charter-travel is being replaced by individual travel arrangements on airlines' scheduled flights. According to Finland Travel Bureau, one of the largest travel agencies/tour operators in Finland, educated, upper middle class and middle-aged Finns lead the way for choosing flexible individual travel arrangements over pre-set charter-travel. Finland Travel Bureau's own tailor-made tours division, a la carte, increased its sales volume by 10-15 percent in seven months.

In 1999, Finns made about 6,1 million trips abroad out of which 2,1 million were leisure trips. European destinations account for about 60 percent of the leisure trip departures. However, most of these departures are linked to charter-travel. Therefore, the increase in individual travel arrangements is expected to favor travel to the United States. Already a non-traditional charter-travel destination for Finnish travelers, the United States offers a variety of different opportunities for individual travel.

In 1999, over 91,000 Finns traveled to the United States, over 7 percent increase from 1998. New York, Florida and California continue to be the best prospects for the U.S. travel industry. First time travelers, families with children and senior citizens favor Florida, whereas younger people and experienced travelers favor the West Coast.

For further information on Finnish travel agencies/tour operators selling the U.S. as a travel destination, please contact:

Ms. Mia Maki  
American Embassy/Commercial Section  
Helsinki, Finland  
Tel: +358-9-171 931, fax: +358-9-635 332  
mia.maki@mail.doc.gov

IMI Customer Satisfaction Survey

U.S. Department of Commerce  
International Trade Administration  
The Commercial Service

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The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this IMI report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Opfer@doc.gov].  
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\* \* \* About Our Service \* \* \*

1. Country covered by report: \_\_\_\_\_

Industry/title: \_\_\_\_\_

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

\_\_\_Direct mail

- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff
- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): \_\_\_\_\_

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied
- 5-Very dissatisfied
- 6-Not applicable

- ☐ Overall objectives
- ☐ Accuracy of information
- ☐ Completeness of information
- ☐ Clarity of information
- ☐ Relevance of information
- ☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

- ☐ Decided to enter or increase presence in market
- ☐ Developed an export marketing plan
- ☐ Added to knowledge of country/industry
- ☐ Corroborated market data from other sources
- ☐ Decided to bypass or reduce presence in market
- ☐ Other (specify): \_\_\_\_\_

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
- ☐ Probably would
- ☐ Unsure
- ☐ Probably would not
- ☐ Definitely would not

6. Comments:

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\* \* \* About Your Firm \* \* \*

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499  
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): \_\_\_\_\_

3. Business activity (check one):

- ☐ Manufacturing
- ☐ Service
- ☐ Agent, broker, manufacturer's representative
- ☐ Export management or trading company

\_\_\_Other (specify):\_\_\_\_\_

4. Value of export shipments over the past 12 months:

- \_\_\_Less than \$10K  
\_\_\_\$11K-\$100K  
\_\_\_\$101K-\$500K  
\_\_\_\$501K-\$999K  
\_\_\_\$1M-\$5M  
\_\_\_More than \$5M

May we call you about your experience with the IMI service?

Contact name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

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Thank you--we value your input!  
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This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

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